

Amber Wright

From: Barbara J Thomas <barbarat@family-values.org>
Sent: Monday, January 8, 2018 12:07 PM
To: Dora Thomas; James Vidacovich; Charlene Robertson"Trusclair"
Cc: latoshai@fvri.org; crt854; nbrwhc
Subject: Re: Phone Meeting to Discuss Invoice RE Advertising

Good Morning Again Ms. Dora,

I just spoke with Charlene concerning the NOLA Media Group invoice on our July Supplement. She responded to my email below because you are out ill.

Charlene said that your concern is the billing date of June 30, 2017 because that is before the start date of this contract period. The explanation for this is that we contacted NOLA Media Group in June to begin our SEM (Search Engine Marketing) campaign for July 1st; however, they began the project on June 28th. Therefore, our first invoice from NOLA Media Group reflects services for June 28th through July 28th, which is included in the line item description of their invoice. We were aware of the billing date conflict because it was prior to our contract start date with DCFS, which is why we included the email from Denise Ford with NOLA Media Group advising why the billing period date is not the actual run date of the campaign and why they are included in the line item description.

We do not expect to be reimbursed for services prior to the July 1st contract period which was June 28th through June 30th (3 days). If you take the total invoice amount of \$1,333.33 and divide it by 30 days, it comes to \$44.44 per day. \$44.44 per day times 3 days (6/28 - 6/30) equals \$133.33; deduct this amount from the total invoice, you will be left with a balance of \$1,200 for the July services. The reimbursed amount submitted is only \$1,000 out of the total of \$1,333.33 that we were billed.

If you have any additional questions, please let me know.

Thank You,
Barbara

Quoting Barbara J Thomas <barbarat@family-values.org>:

> Good Morning Ms. Dora,
>
> I returned your call from Friday the 5th at 9:45 this AM and left a
> message for you. I am available to speak with you concerning the NOLA
> Group and FVRI's invoice. The NOLA Media Group is the advertng
> agency we used to do search engine marketing for the Louisiana
> Alliance for Life project; which I explained in a previous email.
> (please see below)
>

> If memory serves me correctly, you want to know who they are? Is this
> correct?
>
> You may call me at any time this week, except Fridays when the office
> is closed.
>
> FYI, on Fridays our phone lines are forwarded to a 24/hour Emergency
> line (beginning Friday through the weekend). If potential clients
> need emergency services and crisis intervention counseling, i.e.,
> abortion, abuse, etc., the emergency line is available to them.
> This is why I could and cannot talk on this line.
>
> Thanks a Bunch! Hope to hear from you soon!
> Barbara Thomas
>
>
>
> Quoting Barbara J Thomas <barbarat@family-values.org>:
>
>> Good Morning Ms. Dora,
>>
>> Happy New Year to You! May the Lord Bless you and your family in a
>> magnificent way this year!
>>
>> I left a message for you yesterday and this AM concerning the invoice
>> item for advertising that we spoke about briefly last week.
>>
>> I am available at your convenience to complete this discussion.
>>
>> Thanks You,
>> Barbara
>>
>> P.S. The NOLA advertising is for Search Engine Marketing (SEM).
>> We used this type of media advertising to attract abortion minded
>> women to our services. This helps us increase the number of
>> potential clients for the Abortion Alternatives Initiative. It uses
>> "key words" to attract potential clients to our services. For
>> instance, when you google a Tiffany bracelet" and notice that when
>> you open your emails again, you will see nothing but Tiffany
>> bracelets on the side of your screen.
>>
>> We use this same approach to reach potential abortion minded clients
>> with the NOLA Media Group using their Search Engine Marketing (SEM)
>> tool.
>>
>> They broke it up into monthly (July, August, and September) which is
>> the length of time that we could afford to stay within our budgeted
>> amount of \$3,000.
>>
>> The \$25 fee on each invoice is a standard monthly service charge.
>> The \$1,058.33 is the monthly charge fir the actual SEM service, which
>> includes weekly performance reports for the SEM campaign.

>>
>> This is \$1,083.33 for each month except for the initial set up fee in
>> which they charged \$250 on the very first invoice.
>>
>> FVRI is only requesting to be reimbursed for \$1,000 per month per
>> invoice to stay within our \$3,000 budget.
>>
>> --
>> Barbara J Thomas
>> Director, The Women's Help Center/LA Alliance For Life
>> 225-359-9001 O
>> 225-355-2742 F
>>
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